



An illustrated view of the Nordic Pavilion, designed by the Italian architectural firm RIMOND. Photo: AMDLC PL

INFORMATION SESSION

Business Mission: Oulu goes to EXPO 2025 Osaka, Japan

The City of Oulu will participate in World Expo 2025 next April as a partner of Business Finland. As an exhibition partner, Oulu will be able to showcase the innovation and uniqueness of the region to invited guests, especially through the Nordic Pavilion's themed events.

The next World Expo will take place in Osaka, Japan, from April to October 2025, with the Nordic countries (Finland, Norway, Sweden, Denmark and Iceland) building a joint pavilion, unlike previous World Expos. Finland's participation in the pavilion is being coordinated by Business Finland, the Expo partners of which include major Finnish companies.

Japan is the world's fourth largest economy and a very important trading partner for all the Nordic countries. The joint Nordic Pavilion will strengthen the image of the Nordic countries as reliable trading partners and showcase their expertise to some 1.7 million visitors.

Participation in the Nordic Pavilion unlocks doors to new partnerships in business, research and education, not to mention tourism – also in view of Oulu's upcoming year as European Capital of Culture in 2026.

BusinessOulu is now calling for local companies in Oulu region to join our business mission programme for Expo 2025 Osaka, especially for tech companies relating to our theme of "Connectivity".

If you are interested in this opportunity, and your company is enthusiastic and ready for the Japanese market, come and join the information session to hear more! Please note that the session will be held in English.



Nordic Circle



OULU

Information Session

When: 2 Dec 2024 (Mon) at 14.00–15.15 (EET)

Where: Meeting room Reykjavik at Technopolis Ydinkeskusta (Sepänkatu 20)

Participation registration is required beforehand. Register here www.lyyti.in/oulu_goes_to_expo2025

Schedule

14.00 Doors open (tea & coffee with sweets served)

14.15 Information Session starts

- What is Oulu's business mission for Expo 2025 Osaka?
- Q&A, free discussion

15.15 Information Session ends

Useful links

- Expo 2025 Osaka official webpage: www.expo2025.or.jp/en/
- Business Finland Expo 2025 Osaka web pages:
 - www.businessfinland.com/finland-at-expo-2025-osaka/ (global target audience)
 - www.businessfinland.fi/en/osakaexpofinland2025 (Finnish target audience)
- Nordics at Expo 2025 Osaka webpage: <https://thenordics-exposaka.com/en>

Contact

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